

**Amendments to the Specification:**

Please replace paragraph [0014] with the amended paragraph as follows:

[0014] FIG. 1 illustrates a typical page of information content that would be requested by a consumer using an information ~~deliver~~ delivery service. In this example, the information content is news related ~~is~~ and comprises a title section (110), news content (101 and 115), and a table of contents (105). Alternate embodiments have other types and styles of information content.

Please replace paragraph [0018] with the amended paragraph as follows:

[0018] The system then determines the white space available or the unused area on the web page to ensure that the micro-advertisements that fit within the white space available or the unused area around the information content and also fit are related to the demographics that are chosen from this pool (step 310). The demographics, in the preferred embodiment, relate to the consumer requesting the information content. In an alternate embodiment, the demographics relate to the information content itself.